

# Sundance names new manager

## Shoaf says real thing in Utah

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Herald Business Editor

10-3-92

**SUNDANCE** — When people come to Utah's Sundance resort, it's important that they experience Utah, William Shoaf, new vice president and general manager, said.

"When they come here, we want people to experience Utah," he said.

He said that Utah is unique, not only because of the Mormon population, but because of the quality of life that is offered. It stands out and is a major draw.

The people of Utah need to quit selling themselves short because other states are looking here, and wondering how they can copy or imitate what they have accomplished, he said.

Shoaf moved to the resort from San Ysidro Ranch in Santa Barbara, Calif., where he was also general manager.

The San Ysidro Ranch, located in one of the wealthiest locations in the nation, more than 100 years old, was designated as a member of the prestigious Relais and Chateaux and has received Travel/Holiday magazine's award for fine dining.

His professionalism was highlighted when it was honored recently.

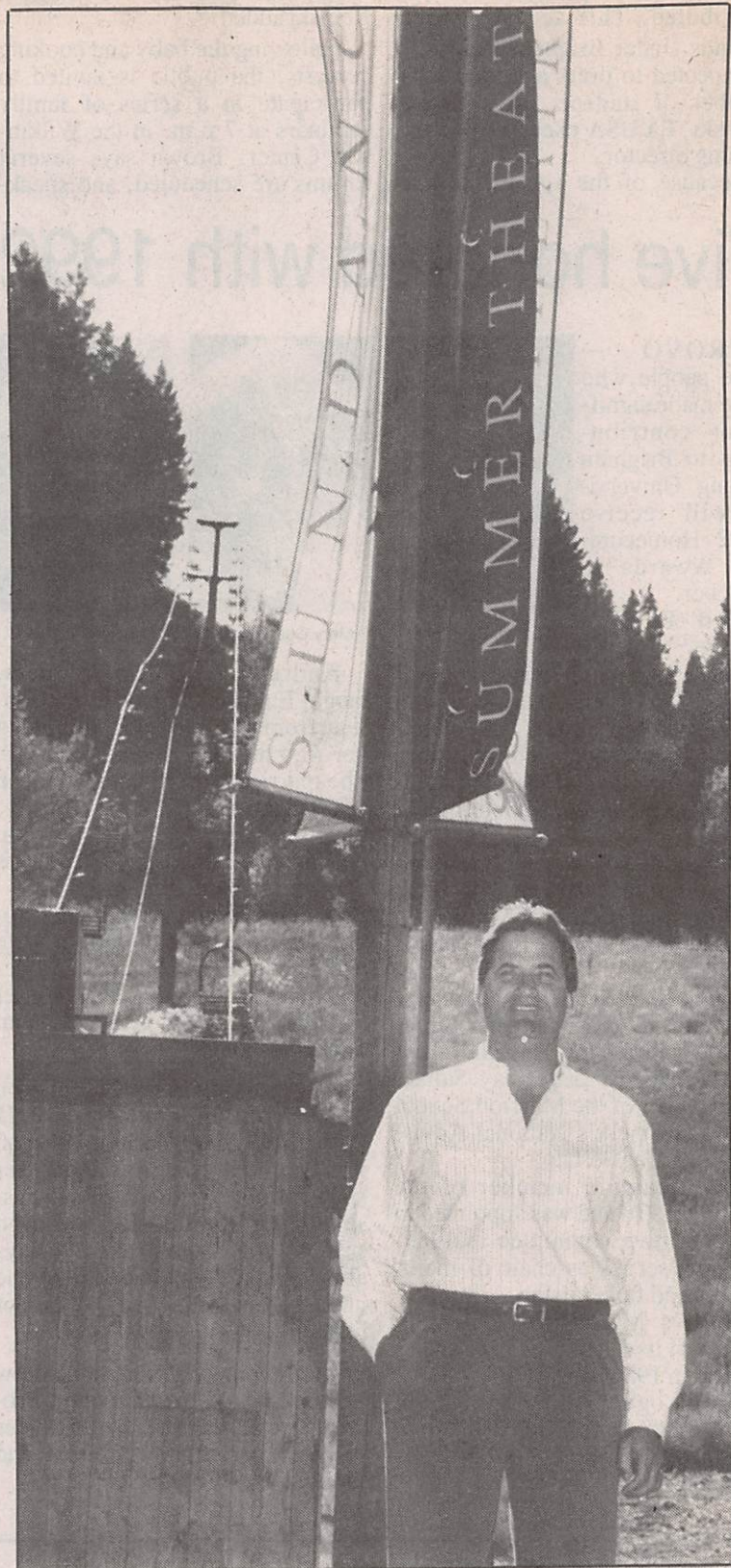
Since Sundance is a four-season recreational and arts community, he said, he said he felt right at home. The ranch in San Ysidro was one of the top resorts that's general focus was on quality service. The theater, the arts institute, the film festival, and soon-to-be artist colony, all add to quality makeup of Sundance he said.

"It's not just another resort that's put on a piece of land to sell other pieces of land, and after the developer makes his money he moves off to some other piece of land," Shoaf said. "You have a resort here that offers you something 365 days a year."

It was part of that atmosphere that intrigued him to accept the position, he said. That, and he'd never lived in the mountains before. Shoaf said he also enjoyed the philosophy which is shown at the resort.

"I think people today are wanting a real world experience," he said.

He said many resorts claiming to offer the real world experience to visitors are doing it in an artificial manner and are having a difficult time surviving. Resorts like Sundance that have



Herald Photo/Patrick J. Krohn

**William H. Shoaf, new general manager at Sundance, says the resort's outlook goes hand-in-hand with his management style.**

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been working with the environment have brought the real world experience into the resort, he said.

Sundance's reputation for being environmentally conscious, even before it wasn't the popular or trendy thing to do, has set it apart from other resorts.

Shoaf said such awareness fits well with his own philosophies.

"I'm glad to be part of a team that believes in the vision, and is trying to make it into the reality," he said. "This is a resort

that that's going to really accelerate in the next decade."

He said what's happening in the resort industry is that it's growing at a rapid rate because the baby boomer generation is finally growing up. A lot of resorts are selling out to the dollar rather than providing quality service that will bring patrons back again and again.

Service is what the new resort generation wants. Price and service are the driving force behind gaining and retaining guests, he said.



ring Tunes at Noon will meet Oct. 8 at 7 p.m. in the quad in front of the Administration Building and soft drink products will be distributed. This activity, titled "Bands Under Brigham's Nose," is expected to draw a tremendous number of students, says Tanya Remski, BYUSA executive homecoming director.

Because of the success of the

baby, baby with the biggest ears and the baby with best smile. Main course meals, desserts, breads and appetizers will also be judged, Remski added.

Following the baby and cooking contests, the public is invited to participate in a series of family seminars at 7 p.m. in the Wilkinson Center. Brown says several forums are scheduled, and speak-

are invited to attend a pep rally and a "chalk talk" with Coach LaVell Edwards.

On Saturday, Oct. 10 at 9 a.m., a pre-game homecoming parade will start at the Harmon Building parking lot and end at Haws Field. This year's grand marshal will be Frank Fredricks of Namibia, BYU track star and two-time silver medalist in the 1992 Olympic Games.

## Five honored with 1992 Homecoming

PROVO — Five people who have made significant contributions to Brigham Young University will receive 1992 Homecoming Awards in October.

Ted. D. Simmons, Mary Deane Peterson, Gilbert Clark Andrew, Larry EchoHawk, Janie Thompson and Shirl Y. (Sy) Kimball will be recognized at Homecoming Spectacular Oct. 9 and 10 at 7:30 p.m. in the Marriott Center.

Simmons will receive the Honorary Alumni Award, Andrew will be honored with the Service to Family Award, and EchoHawk, Thompson and Kimball will accept Distinguished Service Awards.

Simmons, the managing director of facilities for The Church of Jesus Christ of Latter-day Saints, past chair of the Marriott School of Management's National Advisory Board for BYU.

He became a member of the board in 1976 and was appointed to the executive committee in 1983. He now serves as chair of major honors and fund raising.

BYU's Management Society gave him its Distinguished Service Award in 1984.

The Logan native graduated from Utah State University and Harvard Graduate School of Business.



Ted. D. Simmons



Mary Deane Andrew



Larry EchoHawk



Janie Thompson



Shirl Y. (Sy) Kimball

Andrew, a BYU graduate, taught English and physical education from 1947 to 1951 following her first husband's death in 1947. She married Harold Glen Clark in 1950 and raised their family, which included two children from her first marriage, five from his and one from their union.

She has been a ward Relief Society president, a bishop's wife and a stake Relief Society counselor. She also served as stake Relief Society president at BYU from 1968 through 1971.

After serving as the first matron of the Provo Temple from 1971 through 1976 while her husband was temple president, she and her spouse filled an international mission in Sri Lanka. Her husband suffered a massive stroke five days after their mission ended, and she nursed him for the last five years of his life.

Andrew married Glenn Andrew on Sept. 17, 1986 and lives in Provo. Now in her 70s, she continues to serve community, church and family.

EchoHawk, the first Native American in U.S. history to be elected to the office of attorney

general, was inaugurated as Idaho's 30th attorney general Jan. 7, 1991. He is a former state legislator and county prosecutor.

He serves on an American Bar Association special drug crisis committee and as a member of an executive working group for prosecutorial relations for the National Association of Attorneys General.

EchoHawk, a Cody, Wyo., native, attended BYU on a football scholarship, where he was named to the Academic All-Conference

team. He earned an undergraduate degree from BYU, a J.D. from the University of Utah and pursued business studies at Stanford University.

He belongs to the Idaho, Utah and California bars and has taught law at BYU, the University of Utah and Idaho State University.



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